

FOR IMMEDIATE RELEASE

Press Statement 23/2025
15 October 2025

Page 1 of 2

Lights, Action, Music: Local Artists Come Together for Carlsberg Malaysia's Top Ten Charity Concert

Celebrated Malaysian talents lend their voices to raise RM15.1 million in support of schools and students across the nation

SHAH ALAM, 15 October 2025 - For Malaysian artists Vanessa Reynauld and Daniel Chezi, performing on stage means more than just lights, sound, and applause. It's about impact. This year, these home-grown talents are using their voices to do exactly that, as they headline Carlsberg Malaysia's 2025 Top Ten Charity Concert (Top Ten) alongside Fuying & Sam, Nicole Lai, Geraldine, Ribbon Ooi and Madison Lau.

Now in its 38th year, the Top Ten has become a national symbol of how entertainment can empower communities towards a better tomorrow. What began as a grassroots fundraising effort has evolved into Malaysia's longest-running and most impactful education charity campaign, raising more than RM587 million and uplifting 696 schools since 1987.

As Top Ten kicks off its 2025 tour with 10 concerts across Selangor, Melaka, Johor, Sabah, and Pahang, artists are bringing fresh energy to a timeless mission — combining rhythm, community, and compassion in perfect harmony. This year also marks the second consecutive year of support for UTAR Kampar, which will once again receive funding for its education, medical, and student welfare initiatives.

For rising star Daniel Chezi, joining Top Ten marks a full-circle moment. "This is my first time joining Top Ten, and I'm thrilled to finally be part of this meaningful platform alongside fellow artists. While it's a new experience, this initiative is one I've known since childhood," said Daniel Chezi. "It's a powerful cycle: when we all contribute, everyone benefits—as the saying goes, 'One generation plants the trees in whose shade another generation rests'. I was fortunate enough to receive so much growing up, and now I feel a strong desire to pay it forward to those who come after us. Performing in schools for the next generation makes it even more impactful, and through music, I hope to preserve and share the values that shaped me,"

Seasoned performer Jie Ying Tha reflected on how far the platform has come since her time with Top Ten, "Having been part of the Top Ten Charity Concert (TTCC) for three years, I've personally witnessed its incredible evolution. The growth reflects our community's progress, expanding from classic music to a far more current and diverse range of performances. It's deeply meaningful to be on a platform that so effectively blends music with purpose, particularly by raising environmental awareness. This year, audiences are in for a thrill—the artist line-up alone promises a truly standout show you won't want to miss."

And for Vanessa Reynauld, the cause strikes close to home, "As someone who came from a Chinese education background, I truly understand how much support vernacular schools need from the community, which is why this charity concert resonates with me deeply. This is my second year performing, and being part of a cause that uplifts education and empowers the next generation feels incredibly meaningful. I also try to live more sustainably through simple actions like bringing my own



reusable bottle and avoiding single-use plastics—small steps that reflect the kind of future I hope to help build.”

Beyond the stage lights and music, Top Ten’s heartbeat lies in its purpose – supporting education, fostering sustainability, and building stronger communities.

“At Carlsberg Malaysia, we believe real progress happens when community, and compassion come together,” said Stefano Clini, Managing Director of Carlsberg Malaysia. “Top Ten Charity Concert is a platform that empowers artists to inspire, students to lead, and communities to thrive. By supporting education at every level, we’re contributing to SDG4: Quality Education and helping ensure inclusive, quality learning opportunities for all. We may not change the world overnight, but we can transform lives one school, one student, at a time. That’s the future we want to brew - ‘Championing Education Today for a Greener Tomorrow’.”

To participate in this impactful initiative, visit Carlsberg Malaysia [Instagram](#) or [Facebook](#) for the full schedule of Top Ten roadshows and join us in this meaningful journey. More information about the Top Ten Charity Campaign can be found at: <https://carlsbergmalaysia.com.my/sustainability/social/community-relations/>.

– End –

For more information, please scan:



For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Wong Ee Lin, Corporate Affairs Manager
Tuck Yip, Corporate & Marketing Activation
Assistant Manager

+603-5522 6414
+6012-230 3583

eelin.wong@carlsberg.asia
yoketeck.yip@carlsberg.asia

Team Continuum PR:

Michelle Bridget
Goh I Ching

+60 12-697 7356
+60 14-218 1906

michelle.bridget@continuumpr.com
iching@continuumpr.com

About Carlsberg Malaysia Group

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka, and regional presence via exports.

Our international portfolio of brands features Probably the Best Beer in the World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews including France’s premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor’s Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include



SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!

Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

本地众星齐心助阵大马 Carlsberg 集团“十大义演”

马来西亚杰出艺人齐声献唱，以 1,510 万令吉为筹款目标 为各地学校学子助力

（莎亚南 2025 年 10 月 15 日讯）对大马歌手维莉莎 Vanessa Reynauld 和车志立（车子）而言，舞台不仅仅是灯光与掌声，更是创造影响力的平台。今年，他们以歌声传递希望，携手 Fuying & Sam、Nicole 赖淞凤、Geraldine 颜慧萍、Ribbon 黄若熙及 Madison 刘汉杰，共同助阵马来西亚 Carlsberg 集团 2025 年“十大义演”（简称“十大”），为全国学校与学子筹集善款。

现已迈入第 38 年的“十大”，已成为全国性象征，展现娱乐如何赋能社会，共创美好未来。“十大”最初源于草根筹款行动，如今发展为马来西亚历史最悠久、最具影响力的教育慈善运动。自 1987 年启动以来，累计筹得超过 5 亿 870 万令吉，惠及 696 所学校。

2025 年“十大”正式开唱，将于雪兰莪、马六甲、柔佛、沙巴及彭亨的多所学校举办 10 场演出，艺人们以歌声凝聚节奏、社区与爱心，为这一永续使命注入新活力。今年也是该活动连续第二年支持拉曼大学（UTAR）金宝校区，再度为该校筹集资金，用于教育、医疗及学生福祉相关项目。

对冉冉升起的新星车子而言，参与“十大”是一种回归初心的体验。他说，“这是我第一次参与十大义演，我非常兴奋，终于能与其他艺人一同加入这个充满意义的平台。”车子分享道，“虽然对我来说是全新的体验，但这个活动却是我从小就耳熟能详的。”他补充道：“这是一种很有力量的循环——当我们愿意付出，大家都会受益。正如那句老话所说，‘前人种树，后人乘凉’。我很幸运在成长过程中得到许多，现在也希望能把这份恩情传递下去。能到学校为下一代表演，更让这份经历变得格外有意义。我希望通过音乐，把那些塑造我的价值观继续传承与分享下去。”

回顾“十大”多年来的转变，曾参与演出的著名歌手赵洁莹表示，“连续三年曾参与十大义演，我亲眼见证了它的非凡成长。活动的进步也反映出我们社会的不断前行——从早期的经典曲目，到如今更贴近时代、更丰富多元的表演形式。能站在这样一个将音乐与公益完美结合的平台上，对我来说意义深远，尤其是在推动环保意识方面。今年的义演更是令人期待，光是歌手阵容，绝对不容错过！”

这项公益使命也深深触动了维莉莎 Vanessa Reynauld。她表示：“作为一名来自华文教育背景的人，我深深体会到华社需要社会的持续支持，也因此，这场慈善义演对我而言格外有共鸣。今年是我第二次参与演出，能为推动教育、启发下一代贡献一份力量，我感到非常有意义。平时我也尽量以更可持续的方式生活，比如自带水瓶、减少一次性塑料的使用——这些看似微小的行动，其实正代表着我希望为未来建立的那种生活态度与价值。”

舞台灯光与音乐之外，“十大”的核心始终在于宗旨——助力教育发展、推动可持续理念、构建更强大的社区。

马来西亚 Carlsberg 集团董事经理葛利尼（Stefano Clini）表示，“我们坚信，当社区与爱心携手并进，真正的进步才能实现。”他指出：“‘十大’不仅是一个慈善活动，更是一个赋能的平台，让本地艺人发挥激励作用、学生发挥引领作用、社区共同繁荣。通过支持各级教育，我们也在为联合国可持续发展目标 4——优质教育贡献力量，确保人人享有包容、优质的学习机会。我们或许无法在一夜之间

改变世界，但可以一步一步改变一所学校、一位学生的生活。这正是我们所酿造的未来 —— ‘携手你我，酿造绿色未来’！”

欲参与这项具影响力的公益行动，欢迎浏览马来西亚 Carlsberg 集团的 Instagram 或脸书专页，查看“十大义演”完整行程，加入我们，共同开启这段有意义的旅程。更多“十大义演”资讯，请访问：<https://carlsbergmalaysia.com.my/sustainability/social/community-relations/>

-完-

欲获取更多资讯，请扫描以下二维码：



若有任何疑问，请联络以下人员：

联络方式

媒体公关：

马来西亚 Carlsberg 集团：

黄玉玲 (Wong Ee Lin)
企业事务与可持续发展经理
Tuck Yip
企业与市场活动策划副经理

+603-5522 6414

eelin.wong@carlsberg.asia

+6012-230 3583

yoketeck.yip@carlsberg.asia

Team Continuum PR:

Michelle Bridget
Goh I Ching

+60 12-697 7356
+60 14-218 1906

michelle.bridget@continuumpr.com
iching@continuumpr.com

关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名员工，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天” (Brewing for a Better Today and Tomorrow) 宗旨，我们致力于实施“共同迈向并超越零目标” (Together towards ZERO and Beyond) ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。